

**THE TORRANCE HERALD**  
TORRANCE, CALIFORNIA

"TORRANCE MEANS BUSINESS"

"The Modern Industrial City" and "America's First Great Industrial Garden City"—10,000 in 1925

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OFFICIAL PAPER OF THE CITY OF TORRANCE  
A Home Paper By Home People For Home People  
THE "ALL HOME NEWS" PAPER

C. P. ROBERTS, Owner

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**WHY THEY DO IT—AND HOW**

A man is known by the company he keeps. A successful business man is known by the intelligence he uses in the conduct of his business. A man who conducts a business of any kind in these days of keen competition must be a student of human nature, be a good judge of values, have a knowledge of the people's needs, and—not the least of all, by any means—he must have the courage to place his business before the people. He must know how to advertise, when to advertise, and why he advertises.

A store may be stocked with the finest and most complete stock of merchandise that can be brought together. It may have the best salesmen obtainable to dispense the goods. It may be located on the busiest thoroughfare in the town, with everything in its favor looking to success. But, unless this store and its stock of goods are brought to the attention of the buying public, through intelligent, forceful advertising in the columns of newspapers, it will suffer.

To bring out this point more clearly: The writer, some years ago, attended a convention of advertising men in New York City, and met the advertising manager of the Siegel-Cooper store, one of the largest of the many great department stores of that city. The business of this establishment ran into the millions of dollars annually. Their advertising was placed in the columns of every daily in the city, and in the weeklies of the surrounding territory in a radius of fifty miles. The copy was written by the best talent money could buy.

About a year after the opening of this store it became necessary to reorganize the business, and at the same time keep the doors open. At a meeting of the directors, just before the reorganization, it was decided that no advertising would be done because of the disturbed condition of the stocks, and this policy was carried out—against the advice of the advertising manager. We will let him tell the result:

Up to the time of the reorganization our advertising was carried on in the usual way, and business maintained a good average. On the Sunday preceding the reorganization our advertising did not appear in any of the papers, and, on the Monday following, our receipts fell off over four thousand dollars. On Friday of the same week a loss of over eleven thousand dollars was noted, as compared with the same day the week before, although 'shopping conditions' were better. Our reorganization was completed that night, and on the following Sunday our advertising appeared in the usual mediums, and the daily receipts for the week proved the value of maintaining a close touch with the buying public, for the turnover compared with the average of the past weeks when our advertising was appearing daily.

The great stores of the larger cities have worked out methods of compiling statistics to check the value of advertising in the different mediums. The four gigantic mail-order houses spend millions of dollars in a year in advertising. Their catalogues are compiled with the greatest care and at large expense, and they each send our circulars and small catalogues advertising special lines of goods at the beginning of the seasons. These houses make a particular study of the needs of the people and cater to these needs. Their advertising comes into the field of the local merchant, and, unless the local merchant is asleep he feels the effect of this advertising in the sales of his establishment. The mail-order catalogues show practically the same lines of goods that he carries, and in a great many cases undersell him, express or freight included. The enormous buying power of these large mail-order houses makes this possible, but were it not for the advertising genius displayed they could not put it over, because the buying public would rather, in ninety-nine cases in a hundred, trade with their own merchants, providing these merchants will let them know what they have to sell, and at what price.

Advertising is an art, and is not to be dealt with lightly, for the reason that advertising may hurt a business, as well as help it. An advertisement is a message from a place of business to the buying public. It tells all who may read it what can be bought and the price to be paid.

Readers of newspapers scan the advertising columns with as much interest as they do the news stories. Successful business men realize this, and for that very reason they employ copy writers, at high salaries, who are trained to this work.

And successful business men, those making money, also realize the great value of consistency. Were the large department stores of Los Angeles to use their advertising space as is done in some of the smaller outlying communities their business would suffer keenly. They keep the names of their establishments and the goods they handle before the public continually, daily and Sunday. Their space rates run into the hundreds of thousands of dollars yearly, and yet it is found to be a paying investment.

Were the merchants here to adopt this method, it would soon become evident that many would trade here who now trade in the larger communities.

Keeping continually at it will bring results through advertising, as it will in any other line of endeavor.

**SOUTHERN PACIFIC**  
**REPLIES TO U. P.**

**FIGURES MADE PUBLIC SHOW**  
**SUPERIOR EFFICIENCY OF**  
**S. P. OPERATION**

In answer to criticisms by Union Pacific representatives that the Southern Pacific has neglected to make proper improvements on the Central Pacific, J. H. Dyer, general manager of the Southern Pacific Company, has issued the following statement:

"The charge of the Union Pacific that the Southern Pacific has failed for the last ten years, during the period of litigation, to make proper improvements on the Central Pacific and the declaration that Union Pacific management would mean more improvements and greater development, are best answered by the facts.

"It is true that during the period of litigation improvements on the Central Pacific Railroad have been made sparingly. This was dictated by sound business judgment, and no other course could have been justified to the 54,000 owners of the company's stock.

"Improvements such as the proposed new depots at Reno and Sacramento, and extensive double tracking programs were put aside until the relations between the Southern Pacific and Central Pacific should have been established on a basis which would safeguard the investment. In spite of the cloud of litigation, however, no expense has been spared to keep the Central Pacific in the highest condition of operating excellence, every safeguard for traffic has been installed, only the heaviest type of rails has been laid, and in the matter of general equipment the only measure has been the highest standard.

**Medium for Comparison**

"Comparisons are odious, but it was the Union Pacific that insisted on bringing this element in the controversy. The Oregon Short Line, extending from Ogden toward Portland, is a Union Pacific property, which in location and mileage affords a very good medium for a comparison between Southern Pacific and Union Pacific stewardship.

"During 1921 the additions and betterments on the Oregon Short Line totaled \$1,134,516.67. During the same period the Southern Pacific, in spite of the cloud on its title, spent \$2,937,267.96 in additions and betterments on the Central Pacific.

"That the public has benefited proportionately by these expenditures may be estimated from a comparative record of Southern Pacific and Union Pacific service.

"During 1921, only 73.2 per cent of the Union Pacific passenger trains were on time, whereas 93.9 per cent of the Central Pacific passenger trains were on time.

"During 1921, 79 per cent of the through freight trains were on time on the Union Pacific, as against 91 per cent punctuality of the through freight trains on the Central Pacific.

"During 1921, 60 per cent of the perishable fruit trains of the Union Pacific were on time, against 90 per cent on time on Central Pacific.

"Central Pacific-Southern Pacific locomotives, notwithstanding heavier grades, ran 9.5 per cent more miles daily than did those of the Union Pacific, and consumed 10.5 per cent less fuel per ton mile.

"During the recent shopmen's strike the Southern Pacific-Central Pacific annulled no passenger trains, whereas the Union Pacific were unable to move passenger trains for four days.

**Annual Expenditures**

"During Union Pacific control the average annual expenditure in improvements and extensions on the Southern Pacific-Central Pacific was \$7,500,000. Since the relinquishment of control by Union Pacific the Southern Pacific-Central Pacific has expended annually over \$13,000,000 in extensions and improvements, notwithstanding the war period, when all improvements were curtailed. In other words the Southern Pacific has expended annually in improvements about double the amount which had been expended annually during Union Pacific management.

"The Southern Pacific has just bought additional freight equipment to the extent of seven million dollars, and in addition is paying one-half the cost of 5,000 refrigerator cars which will be operated by the Pacific Fruit Express—one-half of which is owned by the Union Pacific.

"In 1923 the total additional refrigerator cars available to the Pacific Fruit Express over and above those owned by it October 1, 1922, will be 3,700, representing an investment of nearly 25 million dollars.

**Future Improvements**

"In spite of the litigation which has menaced the Southern Pacific's title to the Central Pacific, the Central Pacific has been maintained in a standard of efficiency which has enabled it to render public service far better than that given by the Union Pacific. Once our title to this property is assured, or the investment safeguarded, major improvements, for which the plans have long been ready, will go on on an unprecedented scale, and the Southern Pacific-Central Pacific main lines will be far ahead of any other railroad system in the west, not only in equipment and service as they are today, but in double tracks and with the finest depots and terminals."

**Professional**  
**Directory**

**DR. N. A. LEAKE**  
PHYSICIAN and SURGEON  
Lomita Office Hours  
1:00 to 2:30 P. M.  
Torrance Office Hours  
2:30 to 5:30 P. M.  
Phone Office-Residence 13-M

**DR. J. S. LANCASTER**  
Physician and Surgeon  
—Phones—  
Office 14 House 15  
Office F. N. Bank Bldg.  
Res. Cor. Post and Arlington  
Torrance California

HOURS: 9 TO 5  
Evenings by Appointment  
**Dr. H. L. Hess**  
DENTIST  
S. E. Corner Weston Street  
and Narbonne Ave.

**Dr. C. W. Allen**  
CHIROPRACTOR  
Palmer Graduate  
Room 108, 1st NAT'L BANK BLDG.  
TORRANCE  
After December 1, 1922

Office: 65738 Res.: 10825  
**Dr. David Gustason**  
PHYSICIAN AND SURGEON  
Eye, Ear, Nose, Throat  
X-Ray  
617 Loew's State Bldg., Los Angeles  
Seventh and Broadway

**CHARLES L. BOGUE**  
ATTORNEY AT LAW  
Suite 8-9 Bank of San Pedro  
Bldg., San Pedro, Calif.  
Telephone 272

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ATTORNEY-AT-LAW  
219 E. Broadway, Long Beach  
Phone Main 24—Res. 2165  
210th St., Torrance, Cal.

**S. C. SCHAEFER**  
Attorney at Law  
Phone San Pedro 1384  
519 Beason San Pedro

**W. J. SHAVER**  
ATTORNEY AT LAW  
20 Years Experience  
107 1/2 W. 6th St. San Pedro

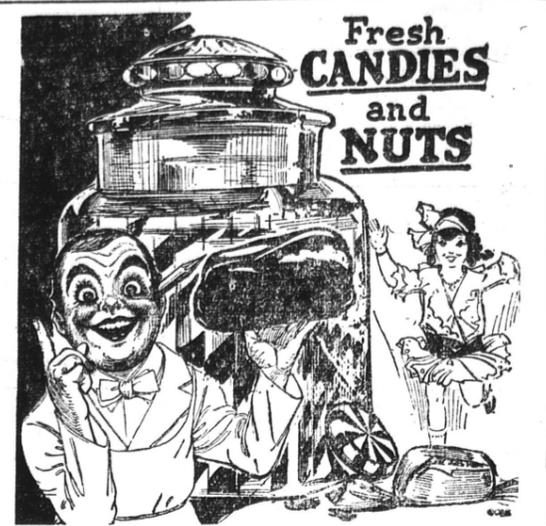
**High-Class Dentistry at**  
**Reasonable Prices**  
  
EXAMINATION FREE  
**DR. SYLVESTER,**  
Successor to Dr. I. F. Baldwin  
108 1/2 E. Sixth St. Phone 970  
SAN PEDRO

**MISS M. VETTER**  
Leading Florist  
38 PIER AVE. PHONE 4332  
HERMOSA BEACH

**FUNERAL HOME**  
**O. W. STONE**  
Embalmer and Funeral Director  
C. F. MEYERS, Assistant  
Auto, Hearse Equipment  
1204 Narbonne Av. LOMITA

**A White Man's**  
**Barber Shop**  
2 Barbers in Attendance  
At All Hours  
**F. L. HOBER**  
Lomita Club LOMITA

**The Narbonne**  
**Auto Repair Shop**  
General Repairs and Overhauling.  
Cars called for and delivered.  
We Specialize on Fords, Overlands  
and Chevrolets.  
1048 Narbonne Ave. LOMITA



**Fresh CANDIES and NUTS**

OUR GROCERY STORE IS THE PLACE TO BUY CANDIES FOR CHRISTMAS. OUR CANDY IS FRESH AND PURE AND WE WILL SELL IT TO YOU FOR LESS.

LET US ALSO FURNISH YOUR CHRISTMAS GROCERIES. THEN YOU WILL KNOW THAT THEY ARE THE VERY PUREST, FRESHEST AND BEST.

WE WILL WELCOME YOU IN OUR STORE.  
FRESH GROCERIES; LOWEST PRICES  
**FESS GROCERY**  
PHONE 9 TORRANCE

**LOOK FATHER!**  
**A NEW PAIR OF SHOES.**  
I took them to Turner's Shoe Shop to have them heeled and soled, and now you have a new pair of shoes for one-third the cost of new ones. They do all kinds of shoe repairing at very reasonable prices. Mother and I will have our worn shoes repaired by them also.  
**D. C. TURNER**  
In Rappaport's Store  
Torrance

**It Don't Cost You Any More**  
to have your shoes fixed right, then why not? We do only first-class repair work. My desire is to please you.  
**HOFFMAN'S SHOE HOSPITAL**  
1212 Murray Block Torrance

**ELLIOTT'S PAINT STORE**  
HOUSE AND MARINE PAINTS  
Wall Paper, Glass and Picture Framing  
Agency T-O Mnfg. Co. Products  
Phone 350 335 W. 7th St., San Pedro

**Cleveland Undertaking Parlors**  
Private Ambulance  
PHONES: MRS. Wm. BARKER Assistant  
SAN PEDRO 265 or 266  
Ninth and Pacific San Pedro

**FOR YOUR CONVENIENCE**  
**FREQUENT and DEPENDABLE**  
**Service**  
BETWEEN  
**All Important So. California Cities**  
Within a Radius of 75 Miles of Los Angeles  
**Save Your Automobile for Pleasure**  
**Travel To and From Your Business**  
via Comfortable Cars of  
**PACIFIC ELECTRIC**  
**RAILWAY**  
ASK YOUR NEAREST AGENT FOR INFORMATION

For Quick Results list your Want Ads. in The